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AGB

december 26, 1973

paul isenring

cc: h cullman, w o'connor, l pollak

despite decision on libyan health notice where we were confronted with a fait accompli, we do in most cases follow certain policy guidelines in respect to health notices. in general, they are as follows:

1. we do not ordinarily agree to a mere request by a government official or officer of a state monopoly to include a health notice. we usually insist that there be a law or official regulation requiring such notice.
2. since suppliers are usually notified in advance of the intention of a government official to propose such requirement, we usually present strenuous arguments against adoption of a health notice.
3. if those arguments fail, we attempt to negotiate the language of the warning. for one thing, we usually insist that the warning be attributed to a governmental authority, e.g. "'h.m. government.'" for another, we attempt to have the warning phrased in moderate language, e.g. "'smoking may be hazardous.'"
4. pmi new york should be alerted as early as possible to any proposed governmental action in regard to health notices and no action should be taken with respect governmental proposals without clearance from new york.

in regard to libya, we made inquiries of bob dales last july based on information received here that the libyan monopoly was demanding a health notice. dales was unable to confirm that information for reasons mentioned in your earlier telex and we were left with the impression that the monopoly had withdrawn its request. accordingly, we did not follow any of our usual procedures.

regards
alex holtzman

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